GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:1768
ANSWERED ON:04.05.2016
Postal Life Insurance
Saraswati Shri Sumedhanand;Yadav Shri Om Prakash

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether despite having better returns on Postal Life Insurance (PLI) and Rural Postal Life Insurance (RPLI) people are not attracted towards PLI and RPLI for want of proper awareness;

(b) if so, the details thereof;

(c) the steps taken by the Government to popularize the said schemes; and

(d) the details of the expenditure incurred on advertisement during each of the last three years and the current year?

Answer

THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY
(SHRI RAVI SHANKAR PRASAD)

(a) No Madam, People are attracted towards both Postal Life Insurance (PLI) & Rural Postal Life Insurance (RPLI) schemes and there is adequate awareness in people about these schemes. As a result premium income has increased over the years for both Postal Life Insurance and Rural Postal Life Insurance schemes .
(b) Not applicable in view of reply to para (a) above.
(c) The Department of Posts is popularizing the schemes through various means i.e. print and electronic media, outdoor publicity through hoardings and banners, leaflets, SMS campaign etc and also by organizing melas in the rural areas.
(d) Details are enclosed at Annexure-A

Annexure A

The details of the expenditure incurred on advertisement during
last three years and current year

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Sl
No Year Plan Fund
(in Rs. Cr) Non Plan Fund
(in Rs. Cr) Total
(in Rs. Cr)

1
2013-14
6.15
2.11
8.26

2
2014-15
6.21

2.24
8.45

3
2015-16
7.13 *
1.97 *
9.10 *

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* provisional figures

** In the current financial year 2016-17, 1/6th of the Budget Estimate i.e Rs.1.4 Cr and 0.36 Cr Plan & Non Plan respectively have been allocated at present.

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